From: MWINOKUR--VUS0212A Date and time 08/16/93 17:50:05

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Prod Liab

From: Matthew Winokur
Subject: Oslo conference

Background:

Received your memo...for those i've copied who did not, it refers to an invitation you received to speak at a conference in Oslo on October 11. The conference is sponsored by the Europe Against Cancer program and the NOrdic Cancer Union. It is timed to coincide with the EAC's "European Cancer Week 1993: 11-17 October. The "week's" theme is called "Breathing Space" andis focused on "passive smoking". The Oslo meeting will focus on kid's exposures.

Response:

I think i understand your point. However, based only on the letter and program you sent, its my impression that you or any advocate of even a "balanced view" would get broiled not only on the substance of the debate but would risk ridicule for being a mouthpiece for the industry. And if its not you and, instead, a C&B consultant for example, we'd probably run the likely risk of exposing the relationship.

The forum seems so biased...including Dr. Alan Blum...that i just don't see how we could even make a dent in their mentality, at least not on THEIR terms.

Alternative:

A more attractive idea, at least in theory, would be to try to create some countervailing publicity concerning the other REAL threats to the health of children and cancer prvention in general that are being overlooked while all this PR time is being spent on smoking.Indeed, i'd just received a copy of the EAC "newsbrief" that reports on the week long campaign and notes a kick-off press briefing at the London Zoological Society conference centre on Oct. 11 as well.

Two approaches come to mind:

1. Find out what cancer related causes and illnesses are NOT getting the support (funding $$$ and PR) their advocates believe they deserve. Find out who those advocates are and find routes to them with the information about underfunding. They may not come out publically but in the long term this may sow seeds of discontent within the health fraternity.

2. Identify the parties who are the real targets of the EAC "Breathing Space" campaign and make sure they have a position which puts the ETS issue into a broader context, i.e., their context. For example, the workforce people should say that while ETS may be an issue, it should not be taken out of context and allowed to overshadow the many other important issues that affect the workplace....and so forth.

I will confess that two weeks into this job i am not certain if we have the resources or information to accomplish either points 1 or 2....but its worth evaluating. If the scope seems daunting, we could narrow the field to selected

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key regions (Nordic and EC institutions) and countries.

Let's discuss tomorrow.

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